

# DIKSHA SENGAR

## Product Manager

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## SUMMARY

PM with an engineering background, building AI-driven sales automation and CRM products at scale (4,000+ users, 11 branches). Comfortable owning the full product cycle - discovery, PRD writing, sprint planning, and OKR tracking - while working across 5+ cross-functional teams (engineering, design, data, sales, and ops). Proven revenue impact of ₹4 Cr+ (\$480K) through data-driven product decisions and zero-to-one product thinking.

## EXPERIENCE

### Justdial

Jun 2024 - Present

Assistant Product Manager

- AI Bot Integration (zero to one):** Led discovery, PRD writing, and end-to-end integration of third-party AI bots (Squadstack & Sarvam) across 11 branches. Fine-tuned LLMs on agent scripts for human-bot conversations - achieving 10% appointment-to-conversion rate from AI-generated leads, partnering with 4 cross-functional teams (engineering, sales ops, data, and QA).
- LLM Call Audit Engine:** Defined OKRs, wrote PRD, and shipped a Call Audit Engine automating QA for ~50,000 calls/month. Reduced manual QA effort by 70%, cut feedback turnaround from 5 days to 24 hours, and improved agent performance consistency by 18%.
- Lead Reallocation Engine:** Designed and launched a dynamic lead reallocation engine using rule-based and performance-weighted logic - improving lead utilization of untouched leads by 22% and generating ~₹ 4 Cr (\$480K) incremental annual revenue across 11 branches.
- CRM Roadmap Ownership (Genio) for lead flow:** Owned full lead-flow roadmap for CRM tool used by 4,000+ sales executives across 3 product squads. Led sprint planning, JIRA ticket management, Figma collaboration, UAT testing, and Postman API validation - driving measurable improvements in CSAT and lead conversion.
- Performance Dashboard Redesign:** Led discovery and redesign of internal dashboards (web + mobile) for sales HODs and senior leadership - enabling real-time tracking of conversion rate, revenue per lead, and collection KPIs across branches.
- Campaign Funnel Optimization:** Optimized 100+ lead generation campaigns by identifying funnel drop-offs and fixing data logic gaps - increasing average campaign conversion rate by 5 to 7%.

### Paytm

May 2023 - Nov 2023

Software Engineer | Paytm Money (PM Rotation)

- Product Collaboration & Discovery:** Partnered with PMs across 2 product squads to translate financial trading workflows into scalable UI and API integrations - gaining direct exposure to product discovery, sprint planning, and feature prioritization in a high-traffic fintech environment.
- Performance & UX Improvement:** Identified UX bottlenecks through structured QA cycles and implemented interface fixes that reduced page load time by ~10%, contributing to improved usability metrics.

### Capgemini Technology Services India Ltd.

Aug 2021 - May 2023

Senior Analyst | Product & Operations

- Product Reliability:** Investigated and resolved 150+ user-reported issues in an inventory management system - performing root-cause analysis, defining requirement changes, and coordinating across 3 cross-functional stakeholder teams to drive product improvements that increased operational efficiency by ~40%.

## CORE SKILLS

- Product:** Product Strategy • Roadmap Planning • OKRs • PRD Writing • Product Discovery • Feature Prioritization • A/B Testing • Growth & Retention • Sprint Planning • Go-To-Market • Stakeholder Management • Wireframing • NPS / CSAT
- Data & Analytics:** MySQL • Cohort Analysis • Funnel Optimization • Event-Based Tracking • Google Analytics 4 • Mixpanel • Amplitude • MS Excel
- Technical:** JIRA • Figma • Confluence • Postman • REST APIs • LLM Tools • AI Prototyping • HTML/CSS/JavaScript • Python • Git

## CERTIFICATIONS

**Upraised – Product Manager Fellowship (Nov 2023 - Mar 2024):** Intensive PM fellowship covering metrics, user research, product strategy, PRD development, and OKR setting through hands-on projects.

## EDUCATION

G.L. Bajaj Institute of Technology and Management (A.K.T.U.)

2017 - 2021

B.Tech. in Computer Science | GPA: 8.3 / 10